

ABSTRACT

Main theme of this bachelor's thesis is phenomenon of watching videos and photos with cats on the internet in the light of memetics, psychology and evolutionary psychology. Further discussion is focused on impacts of living with a cat and possibility of cats as social parasites. This thesis was created on the basis of current research papers and data provided by various search engines.

Pictures and videos of cats are one of the most viewed contents on the internet. Funny cat video can be captured by almost everyone. Procrastination is one of the concerns caused by aforementioned phenomenon. It shows that quick view of funny video may result in increased working morale and elevation of good mood. Cat videos are successful by the virtue of combining qualities of cuteness and humor. Internet memes featuring cats are successful as well, cats may be considered as the favorite animal of the internet, which is related to the fact, that cats are popular among introverted people. Introverted people spend more time on the internet.

Cuteness of cats is possible (pre)adaptation for life in human society. Cats and kittens trigger cute response in same way toddlers do which may hinder parental instincts. The way cats look and act makes us crave to take care of them. Cats are likely social parasites. Cat adaptation for social parasitism showed itself to be an effective preadaptation for competition of memes on the internet.

Key words:

Memetics, Domestic cat, Social parasitism, Baby schema, Internet, YouTube, Well-being